



THREE RINGS

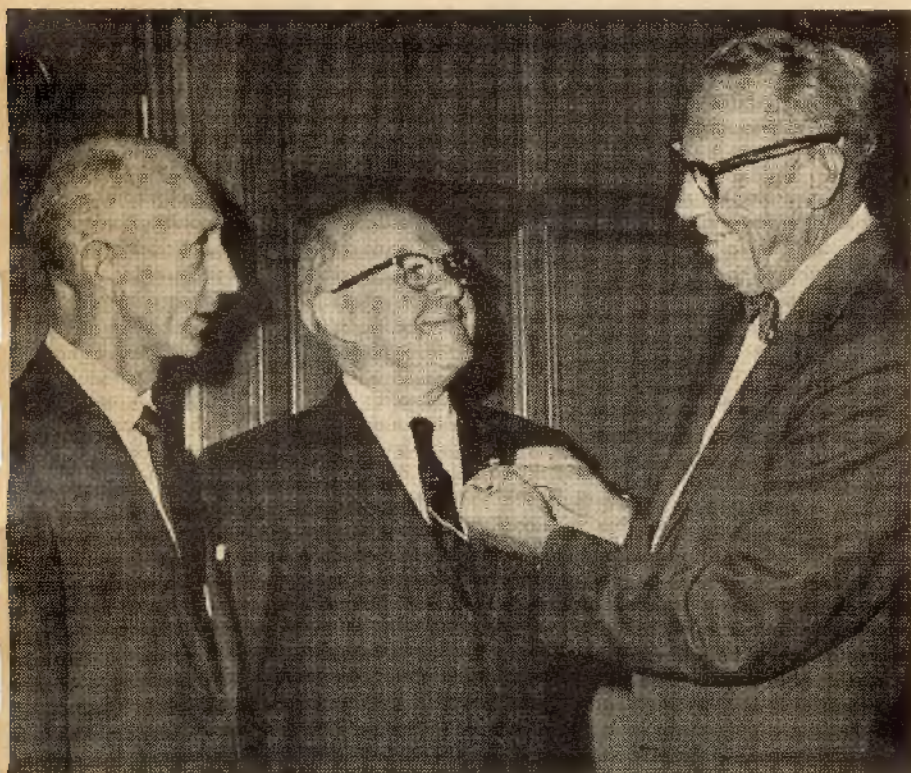
THE BALLANTINE NEWSPAPER



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P. BALLANTINE & SONS

April 1963



Accounting's August Winters, center, proudly accepts 50-year service pin from President Carl W. Badenhausen. Harold Tisch, Company Treasurer, left, looks on.

Augie Winters Marks Half-Century Of Service

Accounting's popular August "Augie" Winters retired last week, but not before reaching a long-sought goal—his 50th service anniversary at Ballantine. He marked the golden anniversary date on March 18 and received a 50-year service award from Ballantine President Carl W. Badenhausen. That same week he was honored at a party given by his departmental co-workers.

Augie, President of the Ballantine Quarter-Century Club for the last seven years, began his brewing industry career on March 18, 1913, as a bookkeeper with the Christian Feigenspan Brewing Company, which Ballantine acquired in 1943.

A native Newarker, Augie was born in a home which rested on the present site of the Pennsylvania Railroad station. He received his education in Newark schools and was graduated from Newark Academy.

Augie had just turned 19 when he started his brewing industry career. He was 24 when World War I necessitated a stay with the Army, and he was a youngster of 25 when Prohibition closed down brewery operations all over the country. During the Prohibition years the Feigenspan Company went into the coal and ice business and Augie was out collecting a coal bill when the long-awaited Repeal came about in 1933.

When Ballantine acquired Feigenspan, Augie moved into our Credit Department. He stayed there a short while and then was transferred to Accounting. He worked in the department's tax division up

until the time he retired.

Augie is active in community affairs and is a member of the Essex County Grand Jury Association. He served the association as treasurer for six years, stepping down from the post last year. He is a charter member of the Wilkins Masonic Lodge 231 of Irvington, and is the organization's oldest Past Master. He is also a member of the Salaam Temple of Shriners and in 1960 was Director of the Royal Order of Jesters, Newark Court 37.

He and his wife, the former Charlotte Apel, have lived in their Newark home since their marriage almost 40 years ago. They have a daughter, Mrs. Lois Dopf of Kenilworth, and four grandchildren.

As fellow employees congratulated him on reaching his 50-year service mark, Augie enthusiastically told everyone within listening distance that he was delighted. "I think enough of this place," he said, "that after I retire I'm going to be the best Ballantine good-will ambassador, public relations man and salesman not on the active payroll."

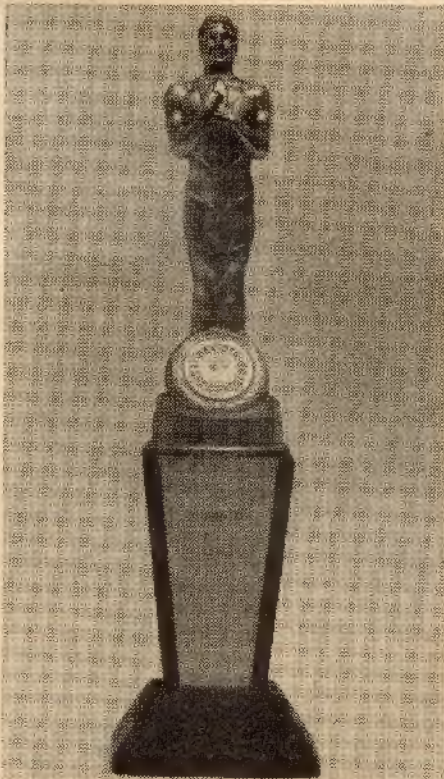
Sincerely loyal to the company which he saw grow large from a small organization not many people knew, Augie makes it clear that no matter where he may be in the years to come, he wants to be present at all the annual meetings of the Quarter-Century Club. "Where I can meet and talk with the Old Timers I worked with for so many years."

His future plans are not all completed yet, but he and his wife will soon leave for a trip to Florida.

Spanish Jingle Award Presented

A first prize award for the "Best Spanish Radio Jingle in 1962" has been presented to P. Ballantine & Sons by the Spanish language magazine, "Espectaculos", which is published in New York and distributed throughout the East.

The award was accepted for Ballantine by Jose Fernandez, Assistant Public Relations Manager, at an "awards night" held by the magazine at a New York theatre. The presentation was made by Armando Rivera, publisher and editor of the magazine, before an audience of 1500 persons. Awards in a variety of "show business" categories were also distributed.



Spanish radio jingles are prepared by Ballantine to bring our quality beer and ale sales messages to the Spanish-speaking population. They are part of a coordinated program, which includes Spanish language point-of-purchase material, which we use to reach our Spanish-speaking friends.

RETIREEES' CORNER

As a new feature of Three Rings Newspaper a periodic "retirees' corner" is now in the planning stage. The new feature comes about as a direct result of the many letters and comments about our feature story in last month's Three Rings on our Florida retirees.

The retirees' corner will contain news of interest about our people wherever they may be. To be a success, however, we need a constant flow of information. Please send any facts, and story tips, to editor Joe Vecchione at the brewery in Newark.

Bill To Raise Beer Tax Introduced In Assembly

The controversial bill to raise the beer tax in New Jersey was introduced in the State Assembly last month as Assembly Bill #608. The brewing industry and its employees immediately stepped up their united drive to bring about the proposal's defeat.

Local unions urged members to write to their legislators; the New Jersey Brewers' Association prepared a pamphlet for distribution loaded with a wealth of sound economic reasons as to why the proposal would hurt the home industry; and other employees and retirees took pen in hand and wrote personal messages to their assemblymen and senators. One retiree now living in Florida took the time to write a legislator her objections to any beer tax increase.

The Assembly Bill was turned over to that body's Appropriations Committee for its consideration. When, and if, it leaves that committee it will require passage by the majority of the Assembly (31 votes) before being sent to the Senate for its action. In the Senate the procedure is the same. The measure would first go to the Senate Appropriations Committee there and would later require approval by 11 out of the 21 State Senators before going to Governor Hughes for his signature.

With the steps yet to be taken, the battle on Assembly Bill #608 is far from over as far as the industry and its employees are concerned. There is still time for individuals to write their objections to their elected state representatives. There is still time to enlist the aid of relatives and friends and acquaint them with the facts that the increase would seriously injure the state's brewing firms and would pose a threat to our jobs. There is still time for action, NOW.

The Assembly Appropriations Committee consists of Assemblymen William V. Musto, Robert J. Halpin, J. Edward Crabel, Mrs. Marion West Higgins, Robert E. Kay, Joseph J. Maraziti, John J. Miller, Jr., and John J. Wilson. The members of the Senate Appropriations Committee are Senators George B. Harper, Joseph W. Cowgill, Donald C. Fox, Raymond E. Bowkley, Thomas J. Hillery, Nelson F. Stamler, Sido L. Ridolfi, and Richard R. Stout. Mail can reach them addressed either to their home offices or to the N. J. State Assembly or N. J. State Senate, Trenton, N. J. There are still some legislative rosters available for employees who want to write letters directly to legislators' offices. Call extension 309.

OLD FRIENDS MEET AGAIN



IRISH DEPUTY LORD MAYOR VISITS—Deputy Lord Mayor John J. MacWeeney of Dublin, Ireland, shakes hands with his old Irish Republican Army buddy, Cornelius (Con) McLoughlin, a Ballantine New York salesman, on his recent visit to the Brewery. Vice President John E. Farrell, center, looks on. "Con" and the Irish dignitary reminisced about the old days in Ireland at a luncheon in Mr. MacWeeney's honor given by Ballantine. His Honor was in this country to take part in St. Patrick's Day festivities.

PINPOINTED...

Up The Ladder

Promotions in the news: *Edward Apicella* from relief salesman, Fairfield, to combination salesman, Hamden, Conn. Branch . . . *Barbara Greene* from secretary 1 to secretary 2, Public Relations . . . *Philip Magnotti*, from merchandising representative to relief salesman, N. J. Bottle Sales . . . *James Mleziva* from messenger, Credit, to clerk, Service . . . *Kiab Sales* from special salesman to district sales manager . . . *James Finnegan* from merchandising representative, N. J. Bottle Sales, to district sales representative, wholesale sales . . . *Frederick Kunz*, *Henry Loniak* and *Jerry Votta, Jr.*, from relief salesmen to bottle salesmen, N. J. Bottle Sales . . . *Carol Heuser* from clerk, Market Research, to production typist, Advertising . . . *Elaine Sexton* from typist clerk to media stenographer, Advertising.

Silver Anniversary

Mr. and Mrs. Andy Knapp will observe their 25th wedding anniversary at a mass on Saturday, April 20th at St. Philomena's Church, Livingston . . . Andy works in the Engineering Department.

Twelve New Retirees

Twelve Ballantine men, including five Quarter-Century Club members, headed for well-earned retirements during the last month . . . The 25-year men are Delivery's *Nicholas Coklyat*, *Conrad Tilger* and *Alfred J. Hanhart*, Brewing's *Ernest Welde* and Bottling's *Harry Potts* . . . the other new retirees are Engineering's *Frank Pickton* and *Robert W. Blume*, Delivery's *Samuel Bashlow*, Credit's *George Eisele*, Bottling's *Jerry Ciccone* and Warehousing's *James P. Donnelly* and *Frank Reis* . . . the best wishes of all of us go to them.

School Honor

Denise Brooks, daughter of Red Bank Branch's *Ed Brooks*, has been elected to Girls' State from Toms River High School . . . she is one of four girls who will represent Toms River at the Girls' State convention to be held at Douglass College in June . . . Denise will also be one of seven boys and girls representing New Jersey at the national convention of Student Councils to be held in Ann Arbor, Michigan late in June.

Gala Easter Concert

The Three-Ring Chorus will participate in a gala Easter concert, sponsored by the City of Newark, at the Mosque Theatre, Wednesday, April 17, at 8:30 p.m. . . . the concert will feature the New Newark Community Chorus, of which the Ballantine group is a member . . . choral groups of several other companies are also members . . . musical accompaniment will be provided by a Symphony Orchestra, composed of members of the N. J. Symphony orchestra, N.B.C. Orchestra, and leading community musicians . . . admission is free . . . ask for tickets from any member of the Ballantine Chorus or call *Ruth Southwick* on extension 564 . . . all Ballantine employees are invited to become active members of our chorus . . . see a member or call Miss Southwick for additional information.

Again Heads Children's Shelter

Purchasing's *Fred Messina* has been elected to his second term as president of the Louise D. Shugard Shelter and Day Nursery of Newark . . . Mr. Messina has been an active member of the charitable organization for six years . . . active in the community, he is also Mayor of Shrewsbury.

Elects Officers

James J. Donlon has been elected president of the Ballantine Anchor Club . . . Other officers are: vice presidents, *Fred Schmidt* and *Edward Dardis*; recording secretary, *Thomas Ganley*; supreme director, *Frank Satzger*; treasurer, *Edward Hannon*, and financial secretary, *Joseph T. Dwyer* . . . the Club will hold a Spring Dance at Teevan's Clipper Ship in Newark, Saturday, May 4th . . . proceeds will go to charity . . . see the bulletin boards for additional details.

Scoutmaster Award

Donald E. Norris of our Rhode Island Branch, was recently presented a Scouter's Key, an award given to Scoutmasters only . . . the award is part of a three-year training recognition plan sponsored by the National Council of the Boy Scouts of America.

Well Represented

Ballantine employees took an active part in the celebration of St. Patrick's Day . . . Bottling's *Tom Ratigan*, for example, was a division adjutant in the Newark St. Patrick's Day Parade . . . Tom is president of the Ironbound Irish-American Association . . . down in the New Jersey shore area, *Dolores* and *Patricia Byrne* tied for third place in the Asbury Park jig contest . . . they are the daughters of Red Bank Branch's *Tom Byrne*.

Drivers Make News

A pat on the back to drivers *Victor Albanese*, *Anthony Criscuola* and *John Glancey* who performed out of the ordinary services last month . . . Albanese, while stopped to make a delivery, spotted a five-year-old youngster dart into a busy New York street . . . before traffic could reach the child Albanese carried him out of the way . . . Criscuola, attached to our Connecticut delivery operation, aided a driver whose car ran out of gas . . . the grateful driver sent a letter to the Hamden Branch, which said in part, "In his Ballantine uniform he represented public relations at its best." . . . Glancey aided a lady driver with a flat tire near Newark Airport . . . She wrote to the brewery, "His generous assistance and courteous manner, in addition to his pleasing appearance, certainly reflects creditably on your company."

Hamden, Connecticut Branch Area Rich In Historical Background

Ballantine's Hamden, Connecticut Branch looks to a bright future in an area rich with noteworthy events of the past.

One of these was the founding of the world-renowned Yale University, located just a mile or two from the Hamden home of our beer and ale. Another is the naming of Dixwell Avenue, on which the branch itself is located. The story goes that it got its name from one of three judges who fled from the British before the American revolution. They hid in a nearby spot now called, "Judges Cave."

It's hard to separate history and our Hamden operation because Hamden has been making Ballantine history since it started in 1933. Originally, it was located in West Haven, but it moved to its present spot in 1936. From it grew Ballantine's other two Connecticut Branches, Wethersfield and Fairfield.

Located between the two, the Hamden Branch (or you can call it New Haven as the sign above the office building does) is located in Connecticut's New Haven County. The actual community of New Haven is only three blocks away.

From its one-story, ten room, and warehouse building on Dixwell Avenue, the branch serves an area containing in excess of 635,000 persons. Hamden is just about a hundred miles away from the brewery itself.

The branch is the actual center of our Connecticut operations. The offices of Mr. S. B. Healey, Thomas Glynn and John Higgins are located there. Mr. Healey founded the branch, Mr. Glynn is Divisional Manager for Connecticut and Mr. Higgins, a 23-year employee, is Assistant to the Division Manager for Draught Sales.

Mr. Healey, Mr. Glynn and Mr. Higgins have written a good deal of Ballantine history themselves. Mr. Healey, in addition to founding the Hamden branch, also founded the Wethersfield and Fairfield operations. He is a member of the Quarter-Century Club and has a Ballantine service record stretching back to 1933.

Mr. Glynn is a member of the Quarter-Century Club who started his Ballantine career as a salesman in 1937. He held successive Connecticut posts of bottle salesman, bottle supervisor, assistant to the bottle and draught manager and bottle manager, on the way to his present position.

Mr. Higgins also started as a salesman. He later served as a sales supervisor and then managed draught sales in New Jersey before assuming the equally important draught sales post he now holds in Connecticut.

The Hamden Branch is the home, too, of Quarter-Century Club member *John Malone*, Traffic Manager of the Connecticut Branches; and almost thirty salesmen and office personnel under Hamden Branch Manager *Walter Murray*.

Murray, another long-time Ballantine veteran, traces his start with Ballantine from 1934. He started as a driver and worked his way up the ladder as a traffic manager, salesman and sales supervisor before reaching his present post. Only 49-years-old, he already has a 29-year service record with the company.

He points out that his record is not unique. *Estelle duLac*, an important part of the office crew, started several months before him. Salesmen *Harry Noyes*, *Angelo Ruggiero* and *Herbie Albrecht* are 26-year veterans; and salesman *Larry Savage* boasts a 24-year rec-

ord. The offices' *Peter DuBois*, *Alexander Leslie* and *Richard Mann* are members of the Quarter-Century Club; office manager *Gus Dougherty* has reached the 24-year mark and *Mrs. Alice Heinzel* and *Frank Begina* have passed their 21st anniversaries with the company.

Murray likes to point out, too, that at its beginning in 1933 the branch operation required only three trucks to service the entire state. Today, twenty trucks leave from Hamden and 38 more from the other two branches. The drivers, who proudly wear Ballantine uniforms and drive the familiar Ballantine lettered trucks, are attached to the McFarland-Stample trucking company, an organization which

handles shipments to and from all of our Connecticut branches.

As the drivers and salesmen make their rounds they pass near the spot where *Eli Whitney* invented the cotton gin; they pass through famous New Haven harbor from which the British landed raiding parties during the Revolution; they go by the location of the country's first commercial telephone exchange; and they travel through areas serving as the home of the state's huge rifle and gun, hardware, wire and tire industries.

Our Hamden co-workers travel daily where history has left an indelible mark. And as they go they write new pages of sales history for Ballantine.



Office personnel at the Hamden Branch include, front row from left, Ann Hillman, Karen Boucher, Gus Dougherty, Nancy O'Day and Alice Heinzel. Back row, Peter DuBois, Dorothy Collett, Rita Ryan, Frank Begina, Marie Daley, Estelle duLac and Richard Mann.



Thomas Glynn, Connecticut Divisional Sales Manager, front row, third from left, poses with Hamden Branch's sales and service force. In front row are Edward Apicella, Robert Henry, Mr. Glynn, Charles Devine, Branch Manager Walter Murray and Herbert Albrecht. In back row are John Higgins, assistant to the division manager for draught sales; Joseph Federico, Domenick Spadola, serviceman Joseph Landino, Robert Gladney, Harry Noyes, Eugene Egan and Paul Robinson.

FOUR NEW BREWERS



Ballantine Brewers held a lunch-hour celebration early last month for four apprentices who completed their two-year training period and are now full-fledged Brewers. The quartet, in the middle of the celebrating group, are Donald Knaupp, Donald Manrodt, Russ Musal, and Pat Meade.

WE LIKE HIM

Our competitors don't like Trailer Driver Paul Przedpelski.

Not that there's anything wrong with Paul, we hasten to add, it's just that guys like him spell disaster to their business.

All it is, simply, is curiosity. Paul asks questions if he goes to a dance or a party and doesn't find Ballantine available. What he does after that is what makes him a nightmare for our competitors' salesmen.

Here's an example. Paul went to a church dance last month and was having a fine time until he discovered the only beer available was that of a competitor. Through his brother-in-law, Paul met the committee chairman and explained all about Ballantine's special sales events division. He told him that it is a group here at the brewery whose specialty is helping committees plan their affairs, and which makes sure Ballantine's draught dispensing equipment is available when needed.

Paul also told the chairman he would arrange for Walter Bauer of the special events division to call him. Walter followed up on Paul's tip and the result was not one, but several future orders. And all because Paul was curious.

We're just wondering if it might not be possible for the rest of the Ballantine employee family to get curious, too. Walter Bauer and his associates can be reached on extension 526 or 581, and they'd love to get more tips which could add to Ballantine sales.

Of course, there's a risk involved. If you do it our competitors won't like you either. But then again, why worry? They don't pay your paycheck.

Three-Ring Shop Items Popular With Employees

Julius "Jake" Jacobson has a problem most shop managers would give their right arm for. He can't always keep up with the demand for his products.

Jake, with a happy gleam in his eyes, which belied the unhappy expression on his face, was telling a Three Rings reporter the other day, that that's what happens on occasion in the Three Ring Shop, which he manages.

"Sometimes we exhaust our supply of a new item in just a few hours", he said, at this point unable to keep the grin off his face.

He has a right to be happy. The shop was opened in June, 1961, purely as an employee convenience. It was stocked with a variety of items from tie clasps to party kits. But its overnight success brought Jake a problem. With employees flocking to the store there was a constant demand for new items. The problem was choosing those that employees would want to buy.

"That's why I'm happy when we exhaust our supply", he says, "it means we guessed right." Actually, there's much more than guess work that goes into providing a stream of new things. Employee suggestions are a big help and the creative efforts of the Sales Promotion Division, of which the shop is a direct responsibility, are also put to work.

There are always at least 35 items on sale. And the unique thing about all of them is that they are all sold at cost. "That's because", Jake says, "when we created the shop we only wanted to meet the demand from co-workers for novelty and other items. We decided right at the beginning we would just sell at cost. Obviously, our people know they are getting bargains because we sold more than 10,000 items in 1962 alone."

"Jake" Jacobson views all of this with satisfaction. "It means the Shop is indeed popular with employees", he concluded. His goal is to keep it that way.



In answer to co-worker demands for high quality, "prestige" beer and ale glasses, the Three Ring Shop now has in stock sets of the three shown here. At left is the nine-ounce "India Pale Ale" glass, in the center is the ten-ounce "Ale" glass, and at right the 18-ounce "Beer Mug". The names were given to avoid confusion in ordering. Price of the nine-ounce glass, in sets of four, is \$1.89 a set. Four of the ten-ounce glasses cost \$1.98 and the 18-ounce, \$3.19. Each of the glasses carries a handsome, soft white, Three-Ring etched symbol.

INDUSTRY NEWS

30 Years Have Passed

March 22nd marked the 30th anniversary of President Roosevelt's signing the bill relegalizing the sale of 3.2 beer. Modern Brewery Age Newspaper commented about the anniversary this way:

"FDR signed the bill with several pens, giving each one away as a souvenir of the occasion that marked the first real break in the 13-year drought of Prohibition. With three decades between us and that March 22, 1933, it's evident that the Drys are still with us, seeking to impose their will on the rest of the nation by all and every means of legal maneuvering and hidden persuasion. No one in the industry can be lulled into thinking that the expression 'eternal vigilance is the price of liberty' is just a dull platitude."

New Record

The USBA Newsletter reports that "Taxpaid withdrawals of beer and ale last year—amounting to 91,197,192 barrels—set a new, all-time high for the brewing industry and topped the previous record for any calendar year, established in 1961, by 2,168,761 barrels or 2.4 percent."

GOLF TOURNEY ON APRIL 20

Saturday, April 20th has been set as the date for the annual Ballantine Employees' Spring Golf Tournament. The tournament will be held this year at the Knoll Golf Club—East Course, in Boonton.

The deadline for entries is Friday, April 12th. Greens fees are \$6.00. The company will provide food and refreshments. Call Bob Geiger in the Personnel Division, on extension 523, for additional information, or see a member of the Golf Committee. The names of the members are posted on the bulletin boards.

NEW ARRIVALS

Mr. and Mrs. John J. Farrell announce the birth of a son, Joseph Paul, in Lebanon Hospital, Bronx, N. Y. Joseph Paul weighed seven pounds, nine ounces at birth. He joins a brother and a sister in the Farrell household. Dad is a Merchandising Representative in our New York City Sales Office.

Mr. and Mrs. Ralph Quinn announce the birth of a daughter, Lori Ann, on January 24th in Muhlenberg Hospital, Plainfield. Lori Ann weighed seven pounds. The Quinns are also the parents of a son. Dad works in the Sales Promotion Division.

Mr. and Mrs. Chester A. Karnas announce the birth of a son, Chester, Jr., on January 29th in Mountainside Hospital, Montclair. The new arrival weighed eight pounds, four ounces. The Karnas' are also the parents of three daughters and another son. Dad works in the Brewing Department.

Mr. and Mrs. Victor Simons announce the birth of a son, Victor William, on March 3rd in Orange Memorial Hospital. He weighed seven pounds, six ounces at birth. The Simons couple are also the parents of a daughter. Dad works in the Warehousing Department.

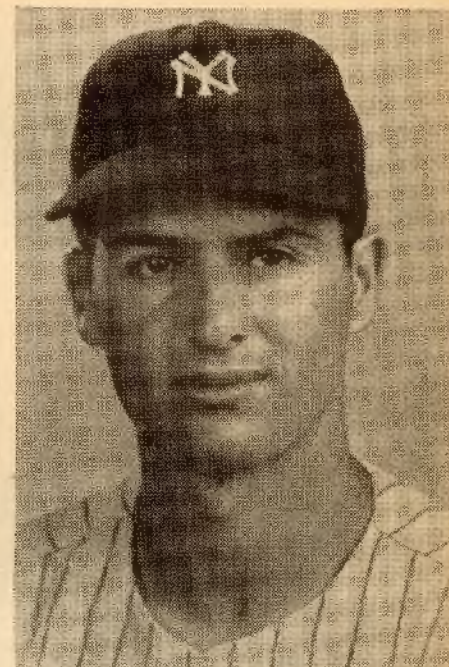
N. Y. Yankees To Open Regular Season April 9

Jerry Coleman, former New York Yankee infield star, has been added to the Yankees' famous mike team of Mel Allen, Red Barber and Phil Rizzuto. Coleman has been in the radio broadcasting field the last few years.

The World Champion Yankees will open defense of their American League baseball title on April 9th against the Kansas City Athletics in Kansas City. The 1963 season's opener also marks the beginning of the 17th year of Ballantine sponsorship of Yankee regular season games.

The addition of a fourth announcer to the famed mike team coincides with the addition of a sponsor on the Yankee telecasts and broadcasts. The Humble Oil and Refining Co. will join with Ballantine and the R. J. Reynolds Tobacco Co. in sponsoring the Yanks on TV and radio in New York City.

This year fans will be treated to 127 regular season tilts over WPIX, Channel 11, New York, and the entire 162 season home and road games over radio station WCBS, AM and FM. The games will also be broadcast over the 40-odd stations of the Yankees' "Home of Champions" radio network comprising stations in New York, Pennsylvania, Connecticut and portions of Vermont and Massachusetts. Selected television stations in several



Jerry Coleman

states will also carry Yankee telecasts.

In addition to its Yankee games sponsorship, Ballantine is sponsoring both radio and TV schedules of Philadelphia Phillies' and Washington Senators' contests. The Phillies are in the National League and the Senators in the American.

Ballantine has already provided followers their first glimpses of this year's Yankee team by sponsoring radio and TV of exhibition games from Florida. The last of these is set for Sunday, April 7, when the Yanks meet the Milwaukee Braves.

Plans Set For "Family Day"

Recreational Coordinator Robert Geiger has announced that the sixth annual Ballantine Employees' Family Day at Yankee Stadium is planned for Saturday, June 15th. The World Champion Yankees will play the always dangerous Detroit Tigers that day.

Geiger said that the employee committee for the affair will make additional plans and work out final details for the outing at a meeting to be held on a still to be announced day toward the end of this month.

The annual outing, which began in 1958, has grown increasingly popular—500 were at the first, and by last year the number had grown to 1800. Buses leave and return to the brewery the day of the affair.

Geiger said that as in the past the committee members, representing various departments, will sell the tickets. Their names will be posted soon on the bulletin boards. Employees wishing to join the committee should contact Mr. Geiger on extension 523.

He Has Something To Smile About



Ballantine's "little man", the cartoon character who has wide appeal with the public, features our newest television commercial with the "You Get A Smile Every Time" theme. The new "Smile" campaign has been picking up steam since it began late in February. A new series of commercials, to help keep the campaign in high gear, is now being completed.



The standings in the Girls' Bowling League are so close that the Ballanettes team pictured here dropped from first place to fourth in just two nights of action. The squad now trails the leading Bikini Packs team by three and a half games. From left are Josephine LaVecchia, Lena Zara, Gerry Percell, Joyce Valente, Barbara Von Dwinglo, and Leilani Amon. The Bikini Packs, captained by Mary Ford, hold a game and half edge over the second place One Way Pints squad.

Photo Finish In Store In Men's Bowling Divisions

It's going to be a whale of a finish in the seven men's bowling league divisions.

With just about five nights of action left there is only one division in which the current leader has a half-way decent lead. That's the Six Pak team in the Purity Division, now six games ahead of the second place Trailer Drivers squad.

For the rest of the front-runners things couldn't be more close or the future more uncertain.

The Ale Division is tied, in three other divisions only a game separates first from second, in another the edge is a game and a half, and in the Extra Fine competition the lead is four games.

The last month's action in the Extra Fine Division provides a good example as to what could happen to a front-runner. The Pipe Shop team, last year's company champion, was in first, but lost ten out of its last twelve games and is now four games behind the pace-setting Brewery Supervisors keggers.

A quick look at the other divi-

sions shows:

Draught Platform 5 is in first in the Body Division and leads the second place Bottle Drivers 1 squad by a single game. Only three games separate the division's first five teams.

In the Flavor Division it's the Bottle Drivers 25 team in first with the Spoilers squad trailing by one. Six games separate first from fourth place.

In the Handy Division the Traffic 4 combine has a game and a half edge over the second place Golden Harvest team. Only five and a half games is the difference between the number one spot and fourth place.

In the Three Ring Division Traffic Office is a game ahead of the Bottle Sales 2 team. Seven games is the spread between first and fourth.

In the Ale Division there's a tie for first between the Bottle Drivers 69 and Brooklyn Drivers 1 teams. The Hawks team is in second, four games away.

Close To Home

It is with sincere regret we report the death of the following co-workers:

Frank Stoecker, Pensioner. Frank, former president of the Ballantine Quarter-Century Club, had a 56-year service record with Ballantine before his retirement in August, 1956. He had been employed in the Credit Department. Frank lived at 780 So. 12th Street, Newark.

Louis Snegon, Pensioner. Louis started his Ballantine career in May, 1939. A Yardman, he retired in May, 1955. He lived at 31-A Garden Drive, Roselle.

Walter Heerbrandt, Guard. Walter, a Quarter-Century Club member, began his Ballantine career in March, 1934. He lived at 23 Orchard Place, Maywood, N. J.

Charles Zitsch, Pensioner. Charles joined Ballantine in October, 1937. A Brewer, he retired in January, 1954. Charles lived at 159 Jacques Street, Elizabeth.

Harold T. Linck, who worked in the Accounting Department. Harold, a Quarter-Century Club member, started his Ballantine career in July, 1933. He lived at 36 Cathedral Avenue, Nutley.

James F. Waters, Draught Driver. James, a Quarter-Century Club member, began his Ballantine career in July, 1936. His brothers, Peter and Thomas, are Ballantine Yardmen. James lived at 13 York Town Terrace, Livingston.

Joseph Besche, Pensioner. Joseph, a Bar Attendant before his retirement in November, 1960, started his Ballantine career in February, 1945. He lived at 431 Center Street, Nutley.

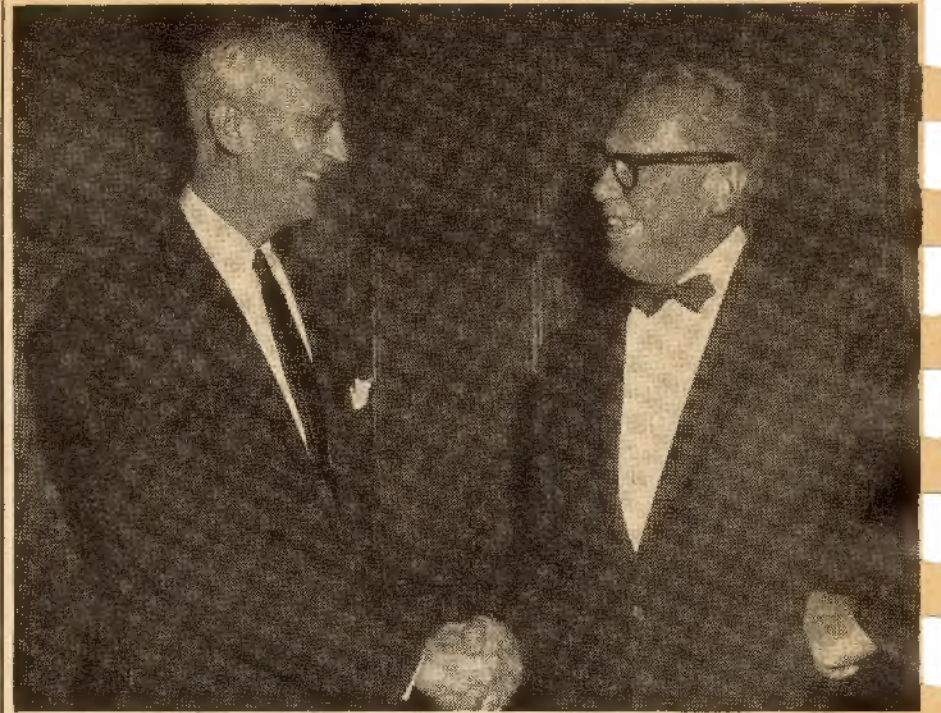
Frank Ippolito, Washington Branch Driver. Frank started his Ballantine career in November, 1939. He lived at 5804 Queens Chapel Road, West Hyattsville, Maryland.

Joseph Manion, Yardman. Joseph started his Ballantine career in July, 1947. He lived at 30 Oxford Street, Newark.

Michael Tuite, who worked in the Delivery Department. Michael, a Quarter-Century Club member, joined Ballantine in May, 1936. He lived at 38 Cummings Avenue, Irvington.

Married

Brewer James E. McCahill was married on February 10th in Jersey City to Rosemarie A. Coffey.



SILVER ANNIVERSARY—Vice President R. N. Bostock, left, receives congratulations from Mr. C. W. Badenhause on reaching his 25th Ballantine anniversary last month. Mr. Bostock, and all other co-workers observing silver anniversaries in 1963, will be officially enrolled in the Quarter-Century Club when that organization holds its annual meeting on June 18.

SERVICE PINS HONOR 2345 YEARS OF SERVICE

One hundred fifty eight co-workers with a total of 2345 years of service were presented Service Pins last month. The recipients were:

20 Years—Ernest L. Bost, Brewing; George Brannen, Delivery; Thomas P. Byrne, Red Bank Branch; Rocco Capodanno, Delivery; Edward C. Cheski, Delivery; Richard Donnelly, Brewing; James Dougherty, Bottling; Leroy C. Dring, Delivery; Harry P. Edenburg, Brewing; Patrick Girvan, Delivery; Steve Golembuski, Bottling; Benjamin J. Jaworski, Delivery; Joseph Knapp, Bottling; Robert Laskowitz, Delivery; Marty J. Lipuma, Bottling; Anthony Marino, Warehousing; Edwin Munn, Warehousing; Herbert Neidel, Delivery; Thomas J. Oles, Baltimore Branch; Charles Pallante, Engineering; Benjamin Russak, Warehousing; Albert S. Toth, Delivery; George Trampler, Delivery; Zigmund C. Wisniewski, Bottling; Stanley J. Zach, Delivery; and Frank Zebro, Delivery.

15 Years—Gustav Adams, Bottling; Gustave Adelhelm, Delivery; Andrew Andreyuk, Engineering; Santo Avila, Delivery; Calvin Bailey, Warehousing; Patsy Barone, Delivery; Anthony Barroso, Bottling; Walter Bernotske, Bottling; Steve Bloom, Bottling; Edward Bolinski, Bottling; Louis Brockup, Warehousing; Joseph Brown, Warehousing; Albert Brucato, Warehousing; Chester Burke, Warehousing; Michael Butkus, Bottling; John Byrne, Bottling; Edward Carr, Bottling; William Carr, Bottling; Albert Casaleto, Bottling; Howard Casper, Bottling; Joseph Coyle, Bottling; Darrell Dent, Bottling; Robert Dent, Bottling; Thomas Devine, Warehousing; Thomas Dispoto, Bottling; Michael Ditchko, Warehousing; Michael Dobransky, Warehousing; Stanley Domaracki, Bottling; Edward Doyle, Delivery; Joseph Dral, Warehousing; Harold Estelle, Bottling; Pellegrino Gaglione, Bottling; Vincent Gaudioso, Bottling; Patrick Gaughan, Bottling; Joseph Giambrone, Bottling; Nicholas Giannattasio, Bottling; John Glancey, Delivery; Edward Golden, Bottling; Arthur Graf, Bottling; James Hague, Bottling; William Halligan, Delivery; John Harding, Bottling; Edmund Heinze, Warehousing; James Higgins, Bottling; Joseph Holzinger, Bottling; William Horan, Delivery; Fred Hudinski, Warehousing; Charles Hudzinski, Bottling; Edward Jacko, Delivery; Thomas Kenney, Warehousing; Horace Kerner, Bottling; Daniel Kirick, Bottling; Robert Kline, Warehousing; William

Kloss, Warehousing; Casimir Kozak, Bottling; Carl Kuehner, Delivery; Herbert Lewis, Delivery; Henry Liberta, Bottling; Edward Litz, Bottling; Fermin Loma, Bottling; Claude Lowry, Bottling; Patsy Masi, Bottling; Stanley Matoska, Bottling; James McCabe, Bottling; Philip McGrath, Delivery; James McPherson, Delivery; Raymond Medwick, Bottling; Patsy Meola, Warehousing; John Merklinger, Delivery; James Messineo, Warehousing; Herbert Moller, Engineering; Stanley Murphy, Bottling; Joseph Nerney, Bottling; Joseph Nimeth, Bottling; Hector Parent, Warehousing; Frank Pavilonis, Bottling; Gerard Pendrick, Bottling; Rudolph Pikna, Delivery; Nicholas Pryslak, Bottling; James Quinless, Bottling; Edward Radel, Warehousing; George Roche, Jr., Bottling; William Roesch, Warehousing; Anthony Romanowski, Bottling; Peter Ryan, Bottling; John Sarnowski, Bottling; Robert Savage, Warehousing; Anthony Sepkowski, Bottling; Travis Slaughter, Bottling; George Smith, Sr., Warehousing; John Sohanic, Bottling; Anthony Soltys, Warehousing; Edwin Sudnik, Bottling; Lew Szabo, Bottling; Christian Thieme, Warehousing; John Thomas, Warehousing; Michael Tozzolino, Bottling; Edward Travis, Bottling; Harry VanZandt, Bottling; Joseph Vrabel, Warehousing; Charles Weidner, Bottling; Howard Williams, Delivery; Stanley Wilson, Production Planning and Control; Walter Wisniewski, Bottling; Frank Worell, Bottling; Joseph Worobetz, Bottling; Edward Zimerand, Bottling; and John Zubritsky, Warehousing.

10 Years—John J. Birish, Engineering; Richard J. Brady, Warehousing; John F. Carroll, Warehousing; Joseph H. Costanzo, Warehousing; Domenick F. Costello, Brewing; Salvatore De Geiso, Engineering; Michael J. Gunther, Engineering; Frank A. Holler, N.J. Draught Sales; Herbert Jene, Accounting; Richard H. King, Sales (Empire Division); Emil M. Kovac, N.Y.C. Sales; John W. Krieg, Technical; George J. Onuski, Jr., Engineering; Anthony W. Preston, N.J. Bottle Sales; Anthony Rotolo, Engineering; Edward A. Serratelli, Engineering; and Arthur Weiss, Accounting.

5 Years—Walter C. Duffy, N.Y.C. Draught Sales; Edith Hackel, Delivery; Edward A. Kersting, Accounting; Geraldine C. Percell, Production Planning and Control; Terry Polito, Warehousing; Ralph A. Quinn, Sales; and Ann C. Tsomas, Delivery.



TOOK PART IN TOURNAMENT—Here are the fifteen men's league bowlers who represented the company in the American Bowling Congress Tournament in Buffalo last month. In front row, from left, are Rocco Ciampi, Charles Pallante, Paul Tronio, Howard Card, Tom Bonack, Tom Smyth and John Mandia. In back row are Colin Weir, Delafield Sparks, John Olohan, Bill Magley, Ernest Hughes, George Turner, Bill Barbusin and Luddy Santorini. The men returned from the tournament March 20th. Complete results will not be known until the tournament concludes at the end of this month.

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